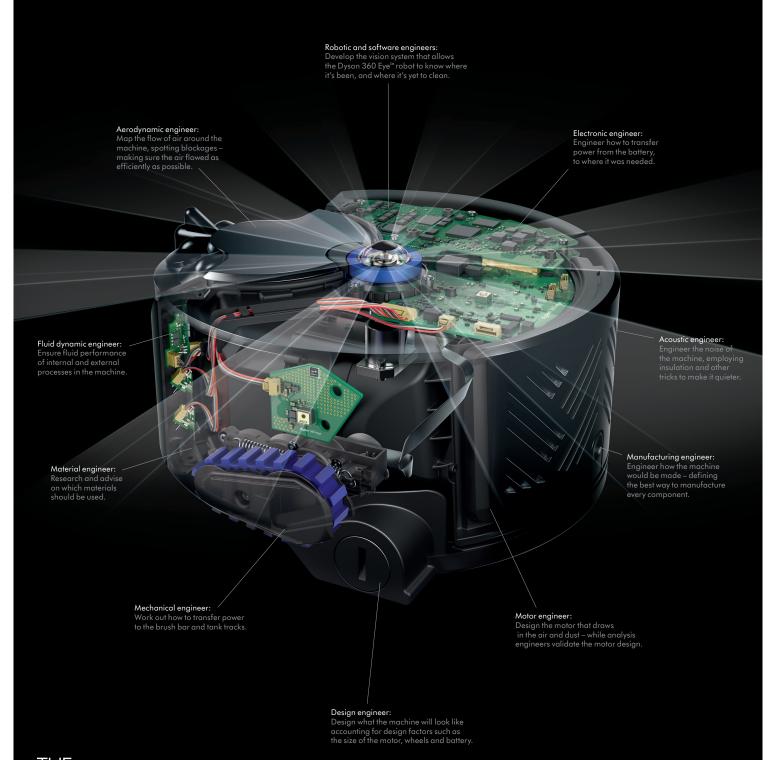
COLLABORATION

The Dyson 360 Eye™ robot vacuum is a complicated piece of technology. While the initial concept was developed by design engineers, it takes the combined work of a variety of engineers with different skills and specialities to make the machine a reality.





REVOLUTION

As inventors Dyson engineers pioneer and embrace failure. They push boundaries to form revolutionary new ideas.

Engineers found corded vacuums were cumbersome for many users. To solve this they invented an entirely new type of cordless vacuum cleaner, that cleaned more efficiently.



ITERATION

Engineers are problem solvers. They use the iterative design process to develop new ideas. Iterative engineering is a cyclic process that positively accepts failure in order to develop better technology.

BRIEF

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